



**Rockwell with *Golden Rule***

1961, Photograph by Louie Lamone

Throughout his sixty-five year career, Norman Rockwell created images that addressed complex social issues, promoted patriotism, and honored individuals, both celebrated and unknown. In portraying such momentous developments as the two world wars, the civil rights movement, and the race to put a man on the moon, Rockwell helped to build public consensus around national events.

*"Most of the time I try to entertain with my POST covers. But once in a while I get an uncontrollable urge to say something serious."*

**— Norman Rockwell**

# ***Financial Section***

***Independent Auditors' Report***

***Management's Discussion and Analysis***

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Management's Discussion and Analysis***

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**Studio Exterior**

Photograph by Art Evans

During his 10-year association, in the mid-sixties, with *Look*, Rockwell painted pictures illustrating some of his deepest concerns and interests, including civil rights, America's war on poverty, and the exploration of space.

Rockwell moved to Stockbridge, MA, in 1953. In 1973, Rockwell established a trust to preserve his artistic legacy by placing his works in the custodianship of the Old Corner House Stockbridge Historical Society, later to become the Norman Rockwell Museum at Stockbridge. The trust now forms the core of the Museum's permanent collections. In 1976, in failing health, Rockwell became concerned about the future of his studio. He arranged to have his studio and its contents added to the trust. In 1977, Rockwell received the nation's highest civilian honor, the Presidential Medal of Freedom, for his "vivid and affectionate portraits of our country." He died at his home in Stockbridge on November 8, 1978, at the age of 84.



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